

**METHOD OF SELLING AND DISTRIBUTING
ARTICLES ASSOCIATED WITH LIVE EVENTS**

Abstract of the Disclosure

A method comprises the steps of: providing an opportunity for prospective event ticket purchasers to pre-purchase one or more copies of a recording of at least a portion of a live event; conducting said live event; recording at least a

5 portion of said live event; determining a number of copies of said recording pre-purchased; calculating a desirable number of copies of said recording to be manufactured; manufacturing said desirable number of copies of said recording; and distributing at least some of the manufactured copies of said recording to those that pre-purchased them. The opportunity for pre-purchasing copies of the

10 recording occurs at a point of sale of tickets for the live event to be recorded before the live event occurs.